



MARKETING MANAGER POSITION DESCRIPTION

DEPARTMENT: MARKETING
IMMEDIATE SUPERVISOR: VICE PRESIDENT OF SUPPORT SERVICES
STATUS: FULLTIME/EXEMPT
HOURS: 40 HRS. /WEEK

THIS POSITION SUPERVISES THE FOLLOWING STAFF:

Communications Specialist

POSITION PURPOSE:

This position is responsible for brand integrity, publicity, public relations and marketing strategies for all programs and projects of the Museum.

DUTIES AND RESPONSIBILITIES:

Communications & Marketing

- Develop and execute integrated marketing and public relations campaigns to promote exhibits, special events, educational programs and fundraisers;
- Manages inquires and provides information, photographs and coordinates interviews for news and editorial requests;
- Oversee online reputation management in coordination with Communications Specialist;
- Utilize broad-based strategy to market Museum, including traditional and emerging forms of social media;
- Edits and distributes information on Museum exhibitions, programs, collections, donations, etc. to media outlets, other marketing venues and Museum staff;
- Develops press releases, media alerts, copy for brochures, rack cards, fliers, and ads;
- Maintains an excellent working relationship with press, other media and community partners;
- Serve as Museum spokesperson and primary media contact, coordinates and assigns on-air interviews, and develops prep sheets for interviews;
- Works diligently to promote the Museum and implement new publicity strategies for multi-cultural markets to reach current and potential visitors;
- Cultivate relationships with partner organizations to include, but not limited to Visit Jacksonville, the Cultural Council of Greater Jacksonville, FAM, AAM, ASTC and media outlets to promote the Museum;
- Oversee the creation of e-blasts and e-newsletters to effectively and efficiently communicate with various audiences including members, teachers, elected officials and the general public;
- Implements advertising plans for the Museum and for specific projects such as exhibitions;
- Must be proficient in social media and e-blast platforms;

Creative

- Develops and implements branding and marketing strategies;
- Provides consultation and edits for exhibition text panel copy;
- Oversee website design and content in coordination with Communications Specialist;
- Oversee and ensure production of creative assets and manage print production;

Management

- Strategizes with department directors and managers on press interactions and promotion strategies;
- Maintain Communications Plan and conduct staff training;
- Work collaboratively with other Museum departments and partners;
- Responsible for overseeing and implementing Marketing goals and objectives of grants;
- Track and accurately report Marketing grant objectives;
- Ensure grant and sponsorship compliance and recognition as it applies to marketing commitments;
- Track, analyze and report on annual media coverage and reach;
- Attend internal planning meetings as needed;

Other

- Performs other related duties as required.

ACCESS REQUIREMENTS:

Access to all public area of the Museum; access to support spaces designated by Chief Executive Officer.

SPECIAL AUTHORIZATION:

Authorized to speak as a spokesperson for the Museum to media.

QUALIFICATIONS:

To be successful, an individual must be able to perform each job duty satisfactorily.

EDUCATION AND EXPERIENCE

The qualified candidate will have

- A bachelor's degree in communications, journalism or related field from an accredited college or university;
- A minimum of 5 years of experience in a public relations/media role (7 years experience preferred);

SKILLS AND ABILITIES

- Strong knowledge of computer applications;
- Excellent written and verbal communication skills;
- Effectively present information and respond to questions from media, managers, clients, customers and the public;
- Strong media presence desired;
- Experience with Adobe Creative Cloud software desired;
- Experience with Salesforce CRM and Salesforce Marketing Cloud / Social Studio desired;
- Ability to manage multiple projects simultaneously to meet deadlines.

TIME COMMITMENTS:

Hours generally fall within Monday through Friday, from 8:30 a.m. to 5:00 pm. May attend meetings of the Board of Trustees, Leadership Team, Board Committees, and Development committees. Media related activities may require working at early or late hours.

DISCLAIMER:

The information provided in this description has been designed to indicate the general nature and level of work performed by incumbents in this position. This job description is not intended to be interpreted as a comprehensive inventory of all duties, responsibilities, qualifications, and work conditions of employees assigned to this job. Management has sole discretion to add or modify the duties of this position and designate other functions as essential at any point in time. Management may also modify working hours and work location at any point in time. This job description is not an employment agreement or contract.

ACKNOWLEDGEMENT

I have read and understand the above job description. If the description is altered, I will be presented with an updated copy to sign which I will keep a copy and one copy will go into my personnel file.

Employee (Print Name)

Date

Employee (Signature)